

# Global On-The-Go Breakfast Packaging Market Insights 2025: Key Trends, Market Size, And Growth Forecast

*The Business Research Company's On-The-Go Breakfast Packaging Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034*

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On-The-Go Breakfast Packaging Global Market Report 2025

The [on-the-go breakfast packaging market size](#) has grown impressively in recent times. Estimated to be worth \$7.60 billion in 2024, it is projected to grow to \$8.13 billion in 2025, reflecting a compound annual growth rate CAGR of 7.0%. The significant growth in the historic period can be credited to the rising popularity of frozen breakfast items, surge in demand for convenience and ready-to-eat breakfast items, increased preference for western-style breakfasts, a faster pace of life, and growing consumer demand for convenience.

How is On-The-Go Breakfast Packaging Market Expected to Grow in the Future?

The on-the-go breakfast packaging market size is expected to witness substantial growth in the ensuing years. It is poised to grow to \$10.59 billion in 2029, registering a compound annual growth rate CAGR of 6.8%. The major drivers of growth in the forecast period include the escalating demand for sustainable packaging, rise in disposable income, incremental demand for sustainable packaging, increase in on-the-go breakfast options availability, and surge in packaging demand. Major trends of the forecast period include innovative packaging solutions, e-commerce platforms development, branding and customization opportunities, integration and adoption of smart packaging technologies.

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Which Factors are Propelling the [On-The-Go Breakfast Packaging Market Growth?](#)

The rising demand for snack food products is expected to fuel the on-the-go breakfast packaging market's growth. Snack food products, including chips, cookies, and granola bars, are convenient, bite-sized foods consumed between meals. The increasing demand for these snack food products is attributed to busy lifestyles, growing desire for convenience, and increasing penchant for quick, portable, and indulgent options. On-the-go breakfasts are increasingly being used for snack food products to cater to busy and convenience-seeking consumers throughout the day. In March 2024, it was reported sales of on-the-go snacks reached 39% in 2023 compared to 2022, according to the Food Manufacturers, a UK-based online platform dedicated to readers in the UK food and drink manufacturing industry. Therefore, the escalating demand for snack food products is propelling the growth of the on-the-go breakfast packaging market.

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Who are the Key Operators in the On-The-Go Breakfast Packaging Market?

Major firms operating in the on-the-go breakfast packaging market include Amcor plc, Tetra Pak, Graphic Packaging International LLC, Huhtamäki Oyj, ProAmpac, Klockner Pentaplast, Elopak, Printpack, Wipac Ltd., Greiner Packaging, Bemis Company Inc., Emsur, Polyainers Inc., Nichrome India Ltd., ePac Flexible Packaging, Logos Packaging, Shako Flexipack Private Limited, Wheel Flexible Packaging, Evergreen Packaging, Neeyog Packaging, Honokage IML.

What are the Major Trends in the On-The-Go Breakfast Packaging Market?

Companies operating in the on-the-go breakfast packaging market are concentrating on the development of advanced grab-and-go breakfast packaging to boost convenience and improve portability of breakfast solutions. For instance, in September 2024, US-based food company Belgian Boys launched the Breakfast All Day boxes and Pancakes & Go cups. This is a unique grab-and-go breakfast packaging designed exclusively for busy individuals and families. These refrigerated breakfast options offer a stress-free, mess-free solution, making them perfect for car consumption, lunchbox packing, or on-the-move consumption. The packaging ensures freshness and portability, eliminating the need for extra preparation.

How is the On-The-Go Breakfast Packaging Market Segmented?

The on-the-go breakfast packaging market covered in this report is segmented -

- 1 By Product Type: Breakfast Cereals, Breakfast Bars, Yogurt And Smoothies, Breakfast Sandwiches, Other Product Types
- 2 By Material: Plastic, Paper And Paperboard, Glass, Metal, Other Materials
- 3 By Packaging Type: Rigid, Flexible
- 4 By Distribution Channel: Supermarket And Hypermarkets, Retail Stores, Convenience Stores, Online Selling, Other Distribution Channels

Subsegments:

- 1 By Breakfast Cereals: Single-Serve Cereal Cups, Pouch Packaging, Resealable Bags

2 By Breakfast Bars: Granola Bars Packaging, Protein Bars Packaging, Cereal Bars Packaging  
3 By Yogurt and Smoothies: Squeeze Pouches, Single-Serve Bottles, Multipack Containers  
4 By Breakfast Sandwiches: Flexible Wraps, Clamshell Containers, Heat-And-Eat Packaging  
5 By Other Product Types: Ready-To-Drink Coffee Packaging, Muffins And Pastries Packaging, Egg-Based Meal Packaging

Which Regions are Driving the On-The-Go Breakfast Packaging Market?

In 2024, North America held the largest share in the on-the-go breakfast packaging market. However, Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the on-the-go breakfast packaging market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

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